

THE EFFECTIVENESS OF  
MARKETING STRATEGY IN BANK RAKYAT AT  
JALAN HANG TUAH, MELAKA

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Submitted in Partial Fulfillment  
of the Requirement for the  
Bachelor of Business Administration  
(Hons) Marketing

FACULTY OF BUSINESS MANAGEMENT  
UiTM, MELAKA

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## **DECLARATION OF ORIGINAL WORK**



### **BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING UNIVERSITI TEKNOLOGI MARA MELAKA**

#### **“DECLARATION OF ORIGINAL WORK”**

I, Lilisari binti Abdul Rahim,

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Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and it not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## LETTER OF TRANSMITTAL

Date: 29<sup>th</sup> April 2008

The Head of Program  
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Dear Sir,

### SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“THE EFFECTIVENESS OF MARKETING STRATEGY IN BANK RAKYAT AT JALAN HANG TUAH, MELAKA”** to fulfill the requirement as needed by the faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

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## **ABSTRACT**

This study is based on the research of “The Effectiveness of Marketing Strategy in Bank Rakyat at Jalan Hang Tuah, Melaka”.

The aim of this study is to identify the most effective marketing strategy that has been implemented in Bank Rakyat at Jalan Hang Tuah Melaka (BR JHTM). The marketing strategy that has been stated are the product, price, place, people, promotion and social responsibilities. Meanwhile, this research also want to explore what is the best suggestion given by the customer in order to improve Bank Rakyat at Jalan Hang Tuah Melaka performance. Not only that, the researcher also wants to identify the relationship between those marketing strategy towards the performance of Bank Rakyat at Jalan Hang Tuah Melaka.

50 questionnaire has been distributed to the respondents in order to fill out the entire question. The result will be gain after the analysis and interpretation of data. The respondents mostly are the customers who have used the products and services from Bank Rakyat at Jalan Hang Tuah Melaka.

From the analysis, researcher found out that the most effective marketing strategy is people. Besides, by using the cross tabulation, researcher found out that there is no relationship between certain variables of marketing strategy and BR JHTM performance.